

## Variabel Produk

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,903	6

**Item Statistics**

	Mean	Std. Deviation	N
X1_1	3,73	,828	30
X1_2	3,67	,711	30
X1_3	3,67	,802	30
X1_4	3,70	,915	30
X1_5	3,50	,938	30
X1_6	3,63	1,033	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X1_1	18,17	13,109	,809	,875
X1_2	18,23	14,461	,680	,894
X1_3	18,23	13,702	,724	,887
X1_4	18,20	12,717	,780	,878
X1_5	18,40	13,214	,668	,896
X1_6	18,27	11,995	,780	,880



## Variabel Harga

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,938	6

**Item Statistics**

	Mean	Std. Deviation	N
X2_1	3,70	,915	30
X2_2	3,77	,858	30
X2_3	3,80	,997	30
X2_4	3,83	1,117	30
X2_5	3,83	,913	30
X2_6	3,70	,877	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X2_1	18,93	18,133	,747	,934
X2_2	18,87	18,395	,769	,932
X2_3	18,83	16,489	,903	,915
X2_4	18,80	15,890	,860	,922
X2_5	18,80	17,614	,828	,925
X2_6	18,93	18,064	,799	,928



## Variabel Promosi

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,941	6

**Item Statistics**

	Mean	Std. Deviation	N
X3_1	3,67	,758	30
X3_2	3,70	,794	30
X3_3	3,67	,884	30
X3_4	3,67	,884	30
X3_5	3,83	,791	30
X3_6	3,57	1,073	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X3_1	18,43	15,633	,809	,932
X3_2	18,40	15,490	,790	,934
X3_3	18,43	14,806	,804	,932
X3_4	18,43	14,530	,853	,926
X3_5	18,27	15,444	,802	,933
X3_6	18,53	12,878	,913	,920



## Variabel Tempat

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,873	6

**Item Statistics**

	Mean	Std. Deviation	N
X4_1	3,73	,521	30
X4_2	3,63	,669	30
X4_3	3,73	,868	30
X4_4	4,00	,830	30
X4_5	3,80	,847	30
X4_6	4,00	,643	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X4_1	19,17	10,006	,551	,872
X4_2	19,27	8,616	,772	,837
X4_3	19,17	7,523	,801	,828
X4_4	18,90	7,886	,754	,837
X4_5	19,10	8,438	,597	,868
X4_6	18,90	9,197	,636	,859





## Variabel Orang

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,919	4

**Item Statistics**

	Mean	Std. Deviation	N
X5_1	3,77	,971	30
X5_2	3,70	1,022	30
X5_3	3,93	1,112	30
X5_4	3,83	1,085	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X5_1	11,47	8,878	,754	,915
X5_2	11,53	8,326	,816	,895
X5_3	11,30	7,941	,799	,902
X5_4	11,40	7,628	,897	,866

## Variabel Sarana Fisik

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,917	4

**Item Statistics**

	Mean	Std. Deviation	N
X6_1	3,90	,759	30
X6_2	3,80	,997	30
X6_3	3,67	,802	30
X6_4	3,73	1,112	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X6_1	11,20	7,200	,806	,901
X6_2	11,30	5,872	,868	,873
X6_3	11,43	7,151	,761	,911
X6_4	11,37	5,344	,871	,879

## Variabel Proses

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,903	4

**Item Statistics**

	Mean	Std. Deviation	N
X7_1	3,73	,907	30
X7_2	3,60	,932	30
X7_3	3,57	1,006	30
X7_4	3,70	1,119	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X7_1	10,87	7,499	,790	,873
X7_2	11,00	7,172	,843	,854
X7_3	11,03	6,930	,813	,863
X7_4	10,90	6,852	,708	,908

## Variabel Keputusan Pembelian

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,892	4

**Item Statistics**

	Mean	Std. Deviation	N
Y_1	3,70	,837	30
Y_2	3,73	,828	30
Y_3	3,80	,961	30
Y_4	3,70	,988	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y_1	11,23	6,047	,773	,859
Y_2	11,20	6,372	,687	,888
Y_3	11,13	5,154	,882	,813
Y_4	11,23	5,564	,727	,878

## HASIL VALIDITAS DAN RELIABILITAS 30 RESPONDEN INDOMARET

### Variabel Produk

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

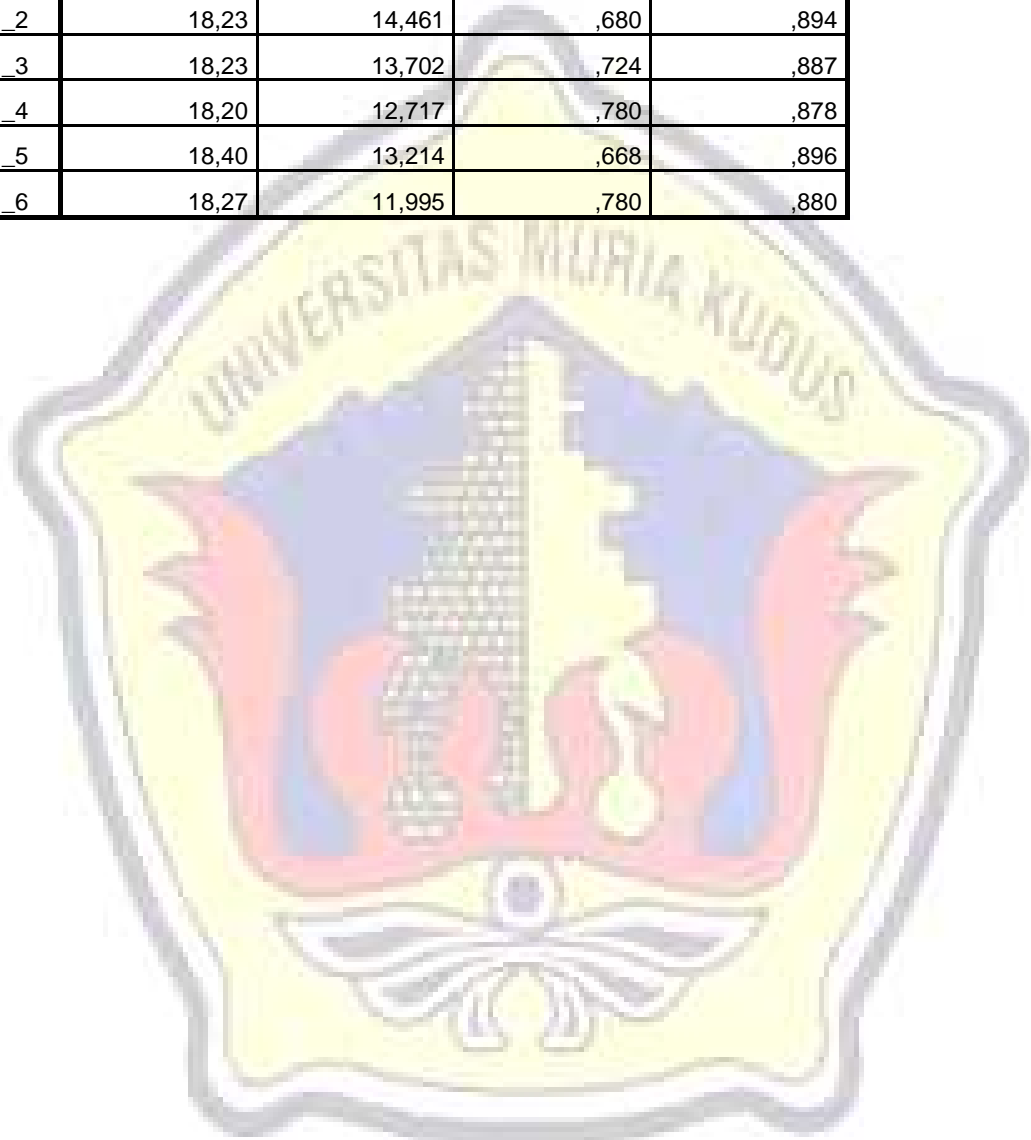
Cronbach's Alpha	N of Items
,903	6

**Item Statistics**

	Mean	Std. Deviation	N
X1_1	3,73	,828	30
X1_2	3,67	,711	30
X1_3	3,67	,802	30
X1_4	3,70	,915	30
X1_5	3,50	,938	30
X1_6	3,63	1,033	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X1_1	18,17	13,109	,809	,875
X1_2	18,23	14,461	,680	,894
X1_3	18,23	13,702	,724	,887
X1_4	18,20	12,717	,780	,878
X1_5	18,40	13,214	,668	,896
X1_6	18,27	11,995	,780	,880



## Variabel Harga

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,938	6

**Item Statistics**

	Mean	Std. Deviation	N
X2_1	3,70	,915	30
X2_2	3,77	,858	30
X2_3	3,80	,997	30
X2_4	3,83	1,117	30
X2_5	3,83	,913	30
X2_6	3,70	,877	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X2_1	18,93	18,133	,747	,934
X2_2	18,87	18,395	,769	,932
X2_3	18,83	16,489	,903	,915
X2_4	18,80	15,890	,860	,922
X2_5	18,80	17,614	,828	,925
X2_6	18,93	18,064	,799	,928





## Variabel Promosi

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,941	6

**Item Statistics**

	Mean	Std. Deviation	N
X3_1	3,67	,758	30
X3_2	3,70	,794	30
X3_3	3,67	,884	30
X3_4	3,67	,884	30
X3_5	3,83	,791	30
X3_6	3,57	1,073	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X3_1	18,43	15,633	,809	,932
X3_2	18,40	15,490	,790	,934
X3_3	18,43	14,806	,804	,932
X3_4	18,43	14,530	,853	,926
X3_5	18,27	15,444	,802	,933
X3_6	18,53	12,878	,913	,920



## Variabel Tempat

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,873	6

**Item Statistics**

	Mean	Std. Deviation	N
X4_1	3,73	,521	30
X4_2	3,63	,669	30
X4_3	3,73	,868	30
X4_4	4,00	,830	30
X4_5	3,80	,847	30
X4_6	4,00	,643	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X4_1	19,17	10,006	,551	,872
X4_2	19,27	8,616	,772	,837
X4_3	19,17	7,523	,801	,828
X4_4	18,90	7,886	,754	,837
X4_5	19,10	8,438	,597	,868
X4_6	18,90	9,197	,636	,859



## Variabel Orang

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,919	4

**Item Statistics**

	Mean	Std. Deviation	N
X5_1	3,77	,971	30
X5_2	3,70	1,022	30
X5_3	3,93	1,112	30
X5_4	3,83	1,085	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X5_1	11,47	8,878	,754	,915
X5_2	11,53	8,326	,816	,895
X5_3	11,30	7,941	,799	,902
X5_4	11,40	7,628	,897	,866

## Variabel Sarana Fisik

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,917	4

**Item Statistics**

	Mean	Std. Deviation	N
X6_1	3,90	,759	30
X6_2	3,80	,997	30
X6_3	3,67	,802	30
X6_4	3,73	1,112	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X6_1	11,20	7,200	,806	,901
X6_2	11,30	5,872	,868	,873
X6_3	11,43	7,151	,761	,911
X6_4	11,37	5,344	,871	,879

## Variabel Proses

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,903	4

**Item Statistics**

	Mean	Std. Deviation	N
X7_1	3,73	,907	30
X7_2	3,60	,932	30
X7_3	3,57	1,006	30
X7_4	3,70	1,119	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X7_1	10,87	7,499	,790	,873
X7_2	11,00	7,172	,843	,854
X7_3	11,03	6,930	,813	,863
X7_4	10,90	6,852	,708	,908

## Variabel Keputusan Pembelian

**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,892	4

**Item Statistics**

	Mean	Std. Deviation	N
Y_1	3,70	,837	30
Y_2	3,73	,828	30
Y_3	3,80	,961	30
Y_4	3,70	,988	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y_1	11,23	6,047	,773	,859
Y_2	11,20	6,372	,687	,888
Y_3	11,13	5,154	,882	,813
Y_4	11,23	5,564	,727	,878



## ANALISIS REGRESI (ALFAMART)

**Descriptive Statistics**

	Mean	Std. Deviation	N
Keputusan Pembelian (Y)	15,99	1,873	68
Produk (X1)	23,07	2,949	68
Harga (X2)	22,43	3,914	68
Promosi (X3)	21,71	3,951	68
Tempat (X4)	23,13	3,138	68
Orang (X5)	15,74	2,341	68
Sarana Fisik (X6)	16,24	2,060	68
Proses (X7)	16,01	2,440	68

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Proses (X7), Produk (X1), Orang (X5), Tempat (X4), Promosi (X3), Harga (X2), Sarana Fisik (X6) <sup>b</sup>	.	Enter

a. Dependent Variable: Keputusan Pembelian (Y)

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,947 <sup>a</sup>	,897	,885	,634

a. Predictors: (Constant), Proses (X7), Produk (X1), Orang (X5), Tempat (X4), Promosi (X3), Harga (X2), Sarana Fisik (X6)

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	210,846	7	30,121	74,866	,000 <sup>b</sup>
	Residual	24,140	60	,402		
	Total	234,985	67			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Proses (X7), Produk (X1), Orang (X5), Tempat (X4), Promosi (X3), Harga (X2), Sarana Fisik (X6)

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,820	,799		1,026	,309
	Produk (X1)	,109	,038	,171	2,837	,006
	Harga (X2)	,072	,034	,150	2,093	,041
	Promosi (X3)	,076	,034	,160	2,232	,029
	Tempat (X4)	,083	,040	,140	2,093	,041
	Orang (X5)	,111	,050	,138	2,207	,031
	Sarana Fisik (X6)	,270	,070	,297	3,875	,000
	Proses (X7)	,084	,041	,110	2,062	,044

a. Dependent Variable: Keputusan Pembelian (Y)

## ANALISIS REGRESI (INDOMARET)

**Descriptive Statistics**

	Mean	Std. Deviation	N
Keputusan Pembelian (Y)	16,15	1,839	68
Produk (X1)	23,21	2,762	68
Harga (X2)	22,60	3,821	68
Promosi (X3)	21,78	3,905	68
Tempat (X4)	23,24	3,023	68
Orang (X5)	15,82	2,343	68
Sarana Fisik (X6)	16,22	1,991	68
Proses (X7)	15,90	2,475	68

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Proses (X7), Orang (X5), Produk (X1), Tempat (X4), Promosi (X3), Harga (X2), Sarana Fisik (X6) <sup>b</sup>	.	Enter

a. Dependent Variable: Keputusan Pembelian (Y)

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,956 <sup>a</sup>	,913	,903	,572

a. Predictors: (Constant), Proses (X7), Orang (X5), Produk (X1), Tempat (X4), Promosi (X3), Harga (X2), Sarana Fisik (X6)

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	206,879	7	29,554	90,241	,000 <sup>b</sup>
	Residual	19,650	60	,328		
	Total	226,529	67			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Proses (X7), Orang (X5), Produk (X1), Tempat (X4), Promosi (X3), Harga (X2), Sarana Fisik (X6)

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,858	,747		1,149	,255
	Produk (X1)	,088	,036	,132	2,444	,017
	Harga (X2)	,084	,030	,174	2,742	,008
	Promosi (X3)	,090	,031	,192	2,923	,005
	Tempat (X4)	,087	,036	,144	2,404	,019
	Orang (X5)	,150	,045	,191	3,347	,001
	Sarana Fisik (X6)	,206	,062	,223	3,309	,002
	Proses (X7)	,104	,036	,140	2,861	,006

a. Dependent Variable: Keputusan Pembelian (Y)